

Message Text

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ACTION ARA-10

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P 132026Z MAY 76
FM AMEMBASSY CARACAS
TO USDOC WASHDC PRIORITY
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E.O. 11652: N/A
TAGS: BBSR, VE
SUBJ: GLOBAL MARKET RESEARCH: MEDICAL EQUIPMENT

REF: A-1526

1. EMBASSY COMPLETED BIDDING PROCESS MAY 10, 1976.
BIDS WERE GIVEN TO TEN (10 LOCAL MARKET RESEARCH COMPANIES
IN EFFORT TO OBTAIN NEW BIDDERS FOR THIS TYPE OF STUDY. HOW-
EVER, IN SPITE OF EMBASSY EFFORTS, ONLY THREE COMPANIES
SUBMITTED PROPOSALS.
PROPOSAL NO. 1. CONSULTORES ECONOMICOS CARLOS ACEDO MENDOZA
Y ASOCIADOS C.A. POINT 1. VENEZUELA. POINT 2.
BOLIVARS 700,000 (US\$ EQUIV. 163,551.40). POINT 3.
TOTAL INTERVIEWS: 74; DISTRIBUTION: PHYSICIANS AND
LABORATORY TECHNICIANS; 32 HOSPITAL AND CLINICS: 8;
MANUFACTURERS; 3; SALES REPRESENTATIVES: 10; IMPORTERS:

3. GOVERNMENT OFFICIALS: 12; TRADE ASSOCIATIONS: 2;
PUBLICATIONS: 1; OTHER: 3. TOTAL: 74 INTERVIEWS.
POINT 5: COMPANY HAS NOT HAD PRIOR EXPERIENCE IN THE
MEDICAL FIELD. HOWEVER, ACCORDING TO PROPOSAL, LARGE IN-
DUSTRIAL GROUPS, GOVERNMENT ORGANIZATIONS, BANKS AND INSURANCE
COMPANIES ARE AMONG FIRM'S CLIENTS.

2. PROPOSAL NO. 2. HAUSER Y ASOCIADOS C.A. POINT 1.
VENEZUELA. POINT 2: US\$50,000 POINT 3: TOTAL INTERVIEWS:
50 DISTRIBUTION: N/A POINT 5: COMPANY HAS NOT BEEN DIRECTLY
RELATED TO THE MEDICAL EQUIPMENT FIELD; HOWEVER, THEY HAVE
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PREPARED MARKET RESERCH STUDIES FOR SEVERAL FOREIGN

GOVERNMENTS, LARGE VENEZUELAN GROUPS, BANKS, ETC. (THIS BID HAS NOT YET BEEN RECEIVED, BUT IT IS EXPECTED SHORTLY).

3. PROPOSAL NO. 3 TARGET RESEARCH C.A. POINT 1. VENEZUELA.

POINT 2: 20,000 BOLIVARS (US\$4,672.90)

POINT 3: INTERVIEWS: 44. DISTRIBUTION: END USERS:

25; SALES REPRESENTATIVES: 10; GOVERNMENT AGENCIES:

5; TRADE ASSOCIATIONS: 4; TOTAL 44 INTERVIEWS.

POINT 5: TARGET RESEARCH C.A., HAS ALREADY PREPARED NINE (9)

MARKET SURVEY STUDIES FOR THIS EMBASSY AND HAS

AMONG ITS CLIENTS IMPORTANT VENEZUELAN CORPORATIONS

4. COMMENTS: EVEN THOUGH SOLICITATION HAS NOT ATTRACTED NEW FIRMS WITHIN EMBASSY PRICE RANGE, POST IS PRESENTING BIDS AS RECEIVED IN ORDER TO PROVIDE USDOC WITH AN IDEA OF THE COSTS THAT CAN BE EXPECTED IN VENEZUELA FOR MARKET STUDIES. POST REALIZES THAT PROPOSAL NO1. IS OURAGEOUSLY HIGH. HOWEVER, THE LEADING COMPANY IN THE RESEARCH FIELD (WHICH DECLINED TO PARTICIPATE) INDICATED THAT THE ESTIMATED COST FOR A RELIABLE STUDY WOULD BE NO LESS THAN BS. 300,000. HIGH COSTS ARE BASED ON BELIEF OF RESEARCHERS THAT EXTENSIVE INTERVIEWING WOULD BE NEEDED IN ORDER TO ESTIMATE MARKET SIZE FROM CONSUMPTION FIGURES, MORE THAN FROM IMPORT AND PRODUCTION STATISTICS WHICH ARE IN GENERAL CONSIDER UNRELIABLE AND MISLEADING. ONE IMPORTANT COMPANY IN THIS FIELD HAS MADE COMMENT THAT EMBASSY-CONDUCTED STUDIES ARE POOR, DISTORTED ARE PROBABLY MISLEADING, DUE TO THE FACT THAT CONTRACTORS LIMIT THEMSELVES TO OFFICIAL DATA AND FEW INTERVIEWS BUT THAT NOTHING ELSE COULD BE EXPECTED AT THE RATES THAT ARE BEING PAID FOR THESE STUDIES.

5. IF STUDY IS GOING TO BE UNDERTAKEN, EMBASSY IS AGAIN FORCED TO RECOMMEND TARGET RESEARCH C.A. AS THE CONTRACTOR, AS THIS COMPANY IS FAMILIAR WITH OUR METHODS, AND OBVIOUSLY, WITH OUR BUDGETS. EMBASSY ALSO BELIEVES THAT STUDIES CONDUCTED BY TARGET ARE SATISFACTORY, AND IN SPITE OF LONG DELAYS IN THE DELIVERY OF THEIR REPORTS AND SOME NEEDS FOR CORRECTIONS AFTER FINAL SUBMISSION, THEY ARE THE BEST THAT CAN BE EXPECTED. IN THE HISTORY OF MARKET STUDIES IN VENEZUELA, WE HAVE NEVER BEEN ABLE TO AFFORD OTHER THAN THE SMALLEST CONTRACTORS. OF UNCLASSIFIED

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THESE, TARGET RESEARCH HAS BEEN USED MOST FREQUENTLY.

6. AS THE TOTAL AVAILABLE BUDGET FOR THE MULTIPLE THEME CONTRACT WILL BE \$42,000, THE EMBASSY DOES NOT EXPECT ANY INTEREST FROM THE LARGER RESEARCH FIRMS, AND EXPECTS TO BE FORCED TO GRANT CONTRACT TO TARGET RESEARCH, IF THE FIRM WISHES TO ACCEPT IT.

7. BID PROPOSALS BEING AIRMAILED.

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